

List of Pictured Cereals and Juices

CEREALS	Combinations of cold, hot and/or infant cereals not to exceed amount stated on check. Boxes or bags are allowed.
Farina Mills:	Farina
General Mills:	Cheerios (plain), Cheerios Multi-Grain, Corn Chex, Multi-Bran Chex, Rice Chex (plain), Wheat Chex, Kix (plain), Total Corn Flakes (plain), Total Whole Grain (plain), Wheaties (plain)
Kellogg's:	Complete Oat Bran, Complete Wheat Bran, Corn Flakes (plain), Crispix (plain), Special K (plain), Mini-Wheats Frosted Big Bite, Mini-Wheats Frosted Bite Size, Mini-Wheats Raisin, Mini-Wheats Strawberry
Little Crow:	Coco Wheats
Malt-O-Meal:	Frosted Mini-Spooners; Hot Cereal: Malt-O-Meal Original (plain) or Chocolate
Nabisco:	Cream of Wheat (plain) 1 minute, 2½ minute, 10 minute, Instant Original Packets (plain)
Post:	Banana Nut Crunch, Bran Flakes (plain), Grape Nuts (plain), Grape Nuts Flakes, Honey Bunches of Oats with Almonds or Honey Roasted
Quaker:	Life (plain), Quaker Squares (plain); Hot Cereal: Instant Grits (Original and all flavors in packets), Quaker Instant Oatmeal Regular Flavor (plain in packets only)
Store Brands:	Corn Flakes (plain), Crisp(y) Rice (plain), Frosted Shredded Wheat Bite Size, Tasteeos or Toasted Oats (plain), Instant Oatmeal Regular Flavor (packets only)
NOT ALLOWED:	Single serving packets (unless stated), canisters, low carb/carbohydrate, organic.

JUICE	100% juice, unsweetened, pulp and pulp free; added vitamins and minerals such as calcium.
46 oz Can or Plastic Bottle	
All Flavors:	Juicy Juice, Northland
Apple:	Indian Summer, Musselman's, Speas Farm, Tree Top (approved store brand apple juices are listed after the juice pictures)
Grape:	Welch's (purple grape and white grape)
Tomato:	Campbells (Any variety except Organic), Del Monte, Red Gold (plain)
Vegetable:	Campbells V8 (Any variety except Splash and Spicy Hot), Red Gold
Frozen Concentrate – 11.5 oz – 12 oz	
All Flavors:	Dole (100% juice only), Minute Maid (100% juice only), Old Orchard (100% juice only), Welch's (all with yellow tear strip)
Apple:	Langer's, Seneca, Tree Top (approved store brand apple juices are listed after the juice pictures)
NOT ALLOWED:	Drinks, cocktails, beverages, sweetened, organic, reduced/low-acid, glass bottles, boxes, unfrozen concentrate, infant juices, refrigerated cartons unless stated on the check.

List of Other Approved Foods

DRIED BEANS, PEAS, LENTILS – All types, mixed, bulk. 16 oz (1 lb.) or less bags. **NOT ALLOWED:** Fresh or frozen, added ham bits, seasoned, organic, canned unless stated on check.

PEANUT BUTTER – 18 oz or less. Glass and plastic containers. All brands of creamy, crunchy, extra-crunchy, natural or old-fashioned, low sodium/salt, reduced/no sugar.

NOT ALLOWED: Peanut butter with jam, jelly, honey, marshmallow, chocolate, fruit, or added vitamins; whipped; peanut spread; peanut butter in tubes or sticks; honey roasted; reduced fat; low carb/carbohydrate; peanut butter from health food, diet, or refrigerated sections; organic.

CHEESE – Various sizes. Reduced fat is allowed. Quantity is stated on the check.

Blocks:	American	Colby	Muenster
	Brick	Monterey Jack	Provolone
	Cheddar	Mozzarella	Swiss (& baby swiss)
	Mixtures of cheese listed (such as cojack)		

Other: American (sliced but not individually wrapped)
Cheese curds
String cheese (not individually wrapped)

EGGS	— White, brown, any grade, any size. 1-dozen carton. Pasteurized in shell allowed. NOT ALLOWED: Low cholesterol, reduced fat, enhanced, vegetarian, organic, natural, from cage free or free range chickens, increased vitamin E (for example, Eggland's Best) or any other modified or specialty eggs; dried egg mix.
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MILK	— Plastic, cartons, bottles, gallon bags, 1/2 gallons or gallons clipped together by manufacturer, rBGH & rBGH-free. White milk: Gallon only, unless stated on check. When stated on draft: Lactose-Reduced/Lactose-Free (including calcium fortified): Quart or half gallon Non-Fat Dry: 8-10 quart box Evaporated: 12 oz can NOT ALLOWED: Flavored, goat's milk, organic, acidophilus, buttermilk, soy, rice, low cholesterol, protein fortified, UHT, milk with added ingredients (for example, Skim Delux), deposits for bottles; quarts or half gallons unless stated on check, kosher unless stated on check.
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FORMULAS	— Includes formulas for infants and some children; liquid nutrition products for some women. Only the brands, types, and amounts stated on the check.
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INFANT CEREALS	— 8 or 16 oz boxes only. All brands, any grain, mixed grains. NOT ALLOWED: Added fruit, yogurt or formula; single serving packets; jars; organic; toddler cereals.
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The following food items are allowed ONLY when listed on the check.

JUICE WITH ADDED CALCIUM	— 100% juice, unsweetened, pulp and pulp free, added vitamins and minerals.
64 oz Refrigerated Carton	Orange: All Brands Grapefruit: All Brands Blends: All Brands NOT ALLOWED: Juice without added calcium, beverages, cocktails, drinks, organic.
JUICE	— 100% juice, unsweetened.
6 oz Can (in six-packs)	Orange: All Brands Grapefruit (white, pink or red): All Brands Pineapple: Dole Blends: Dole NOT ALLOWED: Beverages, cocktails, drinks.

TUNA	— Size is stated on the check. Canned, light tuna. NOT ALLOWED: Albacore, white, solid, fillet, pouches, reduced or low-sodium, select.
CARROTS	— Whole fresh carrots, peeled baby carrots, frozen or canned carrots. NOT ALLOWED: Sliced or cut fresh carrots; organic.
CANNED BEANS AND PEAS	— 16 oz or less cans only. Plain peas and beans (such as black-eyed peas and kidney beans), refried beans, baked beans, pork and beans, and vegetarian baked beans. NOT ALLOWED: Beans with sauces, seasonings, meat or other vegetables. Green peas; green, snap, wax and yellow beans; bean and pea soups/chili.

Wisconsin Women, Infants & Children Nutrition Program

Effective November 1, 2004 through October 31, 2006

WIC



Approved Foods



Department of Health & Family Services
Division of Public Health
PPH 4578 (Rev. 11/04)
Federal Regulations 246


Product Photographs taken May, 2004. Foods are approved even if the package design changes.

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Cereals

Combinations of cold, hot, and/or infant cereals not to exceed amount stated on check. Boxes or bags are allowed. A list of the pictured cereals appears on the other side of this brochure. **NOT ALLOWED:** Single serving packets (unless stated), canisters, low carb/carbohydrate, organic.


COLD CEREALS • 9 OUNCES OR LARGER Cereals with (*) provide 100% of daily value folic acid




Plain





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Plain





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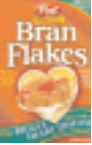







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Plain




Plain











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Plain




Plain

Any Store Brand




Plain

Any Store Brand (not Rice Krispies)



Bite Size

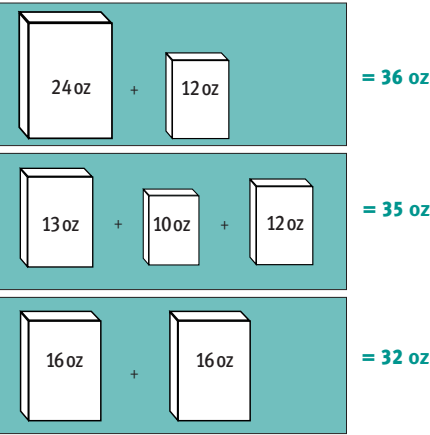
Any Store Brand (not Post)




Plain


Any Store Brand

Your check states the number of ounces of cereal. For checks stating 36 ounces or less of cereal, the following are examples of possible cereal size combinations:



HOT CEREALS Cereals with (*) provide 100% of daily value folic acid






*


Plain




*




Plain




Plain




Plain




Plain in packets only




Original and all flavors in packets



Plain in packets only





Packets only

Any Store Brand

Juice

100% juice, unsweetened, pulp and pulp-free, added vitamins and minerals such as calcium. A list of the pictured juices appears on the other side of this brochure. **NOT ALLOWED:** Drinks, cocktails, beverages, sweetened, organic, reduced/low-acid, glass bottles, boxes, unfrozen concentrate, infant juices, refrigerated cartons unless stated on the check.

46 oz. Can or Plastic Bottle



All Flavors



All Flavors















Any variety except Organic





Plain-As Pictured





Any variety except Splash and Spicy Hot



Hy-Top, Parade, Shurfine



Any Brand



White, Pink or Red

Any Brand




Any Brand




Any Brand

Frozen 11.5 – 12 oz. Container




All Flavors

100% Juice Only




All Flavors

100% Juice Only





All Flavors


100% Juice Only




All flavors with yellow tear strip











Best Yet, Cub, Flavorite, Food Club, Hy-Top, IGA, Our Family, Parade, Roundy's, Shurfine



Any Brand



White, Pink or Red

Any Brand

Your check states the number of containers of juice. For checks stating 3 containers, the following are examples of possible juice size combinations:

